

U.S. Application Serial No. 10/614,436

IN THE CLAIMS:

Please amend the claims as follows:

1-40. (previously canceled)

41-60. (canceled)

Please add the following new claims:

61. (new) A shopping mall or other complex comprising:

a retail shopping structure comprising at least a first building having a roof extending upward to at least a first elevation;

at least one multi-level parking garage associated with said shopping mall or other complex, wherein said parking garage has a top parking level extended to a second elevation, wherein said first elevation is higher than said second elevation, and wherein said top parking level has a first and second end;

a second building for housing a projector substantially constructed on top of said top parking level, and located at said first end, wherein said second building comprises substantially rigid and vertical walls extending upward from said top parking level, and extends to a third elevation;

a screen extending upward from said top parking level, wherein said screen is located on said second end of said parking garage, opposite said first end, wherein said screen extends upward from said second end of said parking garage to a fourth elevation;

wherein said first, third, and fourth elevations are extended substantially above said second elevation, such that said screen, and said first and second buildings help to substantially block the view of the screen from outside.

62. (new) The mall or complex of claim 61, wherein said parking garage and said first building are separate structures, and at least one bridge connects said parking garage with said first building.

63. (new) The mall or complex of claim 61, wherein a restaurant and/or other establishment is provided in said second building, wherein persons in said restaurant and/or other establishment can view said screen.

64. (new) The mall or complex of claim 61, wherein said top parking level has multiple inclined spaces on which cars can be parked for viewing said screen.

65. (new) The mall or complex of claim 61, wherein a short range radio sound system with at least one transmitter is provided on said parking garage, to provide sound for

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vehicles parked on said top parking level, wherein said system is adapted for use in connection with a drive in movie theater located on said parking garage, and wherein said short range radio sound system is adapted so that only cars located on or substantially near said top parking level of said parking garage are able to receive transmissions from said transmitters.

66. (new) The mall or complex of claim 65, wherein said short range radio sound system enables movie-goers on said top parking level to listen to movies on pre-selected channels in their own cars, and wherein said sound system comprises multiple transmitters intermittently located on said top parking level, for sending broadcast signals through the air.

67. (new) The mall or complex of claim 66, wherein each transmitter has an effective service range that is capable of reaching more than a single car, but does not exceed the maximum allowed distance for unlicensed use.

68. (new) The mall or complex of claim 67, wherein a control mechanism for controlling, adjusting and setting the frequencies of the signals transmitted by said transmitters is provided, wherein said control mechanism is adapted to adjust transmitters at different locations to different frequencies, to ensure that any one transmission by any one transmitter will not exceed the maximum distance allowed for unlicensed use.

69. (new) The mall or complex of claim 68, wherein said top parking level of said parking garage is divided into a plurality of areas, wherein each area has at least one transmitter capable of operating at a different frequency.

70. (new) The mall or complex of claim 61, wherein said screen extends upward from a peripheral edge of said parking garage, such that the back side of said screen faces away from the top parking level and away from said second building.

71. (new) The mall or complex of claim 61, wherein said second building is substantially built into said parking garage, and is made with walls and floors that follow a substantially rectangular pattern associated with said parking garage.

72. (new) The mall or complex of claim 61, wherein a second parking garage is provided in association with said shopping mall or complex, wherein an events center is provided on top of said second parking garage.

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73. (new) The mall or complex of claim 72, wherein a restaurant and/or other establishment is provided in association with said events center, such that persons in said restaurant and/or other establishment can view events occurring at said events center.

74. (new) A shopping mall or other complex comprising:

a retail shopping structure comprising at least a first building;

at least one multi-level parking garage associated with said shopping mall or other complex, wherein said parking garage has a top parking level having a first end and a second end;

a second building for housing a projector substantially constructed on top of said top parking level, and located at said first end, wherein said second building comprises substantially rigid and vertical walls extending upward from said top parking level, and follows a substantially rectangular pattern associated with said parking garage; and

a screen extending upward from said top parking level, wherein said screen is located on said second end, opposite said first end.

75. (new) The mall or complex of claim 74, wherein said first building has a first elevation, said second building has a second elevation, said screen has a third elevation, and said top parking level has a fourth elevation, wherein said first, second and third elevations are extended above said fourth elevation, such that said first and second buildings, and said screen, help to substantially block the view of the screen from outside.

76. (new) The mall or complex of claim 74, wherein said screen extends upward from a peripheral edge of said parking garage, such that the back side of said screen faces away from said top parking level and from said second building.

77. (new) The mall or complex of claim 74, wherein said second building is substantially built into said parking garage, and is made with walls and floors that are made of materials substantially similar to said parking garage.

78. (new) The mall or complex of claim 74, wherein a short range radio sound system with at least one transmitter is provided on said parking garage, to provide sound for vehicles parked on said top parking level, wherein said system is adapted for use in connection with a drive in movie theater located on said parking garage, and wherein said short range radio sound system is adapted so that only cars located on or substantially near said top parking level of said parking garage are able to receive transmissions from

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said transmitters, and wherein said sound system comprises at least one of the following features:

- a) said short range radio sound system enables movie-goers on said top parking level to listen to movies on pre-selected channels in their own cars, and wherein said sound system comprises multiple transmitters intermittently located on said top parking level, for sending broadcast signals through the air;
- b) wherein each of said at least one transmitter has an effective service range that is capable of reaching more than a single car, but does not exceed the maximum allowed distance for unlicensed use;
- c) a control mechanism for controlling, adjusting and settling the frequencies of the signals transmitted by said at least one transmitter is provided, wherein said control mechanism is adapted to adjust transmitters at different locations to different frequencies, to ensure that any one transmission by any one transmitter will not exceed the maximum distance allowed for unlicensed use; and
- d) said top parking level of said parking garage is divided into a plurality of areas, wherein each area has at least one transmitter capable of operating at a different frequency.

79. (new) The mall or complex of claim 74, wherein said mall or complex has at least one of the following features:

- a) said parking garage and said first building are separate structures, and at least one bridge connects said parking garage with said first building;
- b) a restaurant and/or other establishment provided in said second building, wherein persons in said restaurant and/or other establishment can view said screen; and
- c) said top parking level has multiple inclined spaces on which cars can be parked for viewing said screen.

80. (new) The mall or complex of claim 74, wherein said mall or complex has at least one of the following features:

- a) a second parking garage provided in association with said shopping mall or complex, wherein an events center is provided on top of said second parking garage; and
- b) a restaurant and/or other establishment is provided in association with said events center, such that persons in said restaurant and/or other establishment can view events occurring at said events center.